



ŠkodaAuto inaugurates its first *Boutique* Showroom in India

~ *Delhiites to experience an unique automotive shopping experience with the next generation of Škoda showrooms* ~

New Delhi, July 16th, 2009: ŠkodaAuto India, a fully owned subsidiary of ŠkodaAuto a.s., Czech Republic (Volkswagen Group), one of the premium automobile manufacturers in India, today officially opened the doors to its first ever *boutique* showroom, Arshia Motors in Connaught Place, New Delhi.

This exclusive showroom was inaugurated by Mr. Ashutosh Dixit, Sr. General Manager, Sales & Network Development, ŠkodaAuto India. Located at Outer Circle, Connaught Place, New Delhi, and spread across an area of 1200 sq ft, this is Skoda's first *boutique* showroom and a symbol of the core values of brand Skoda. This outlet stands out from the others in terms of the design concept which is a unique blend of lifestyle and contemporary ambience bringing the customer closer to our brand.

Speaking at the inauguration, Mr. Dixit said, "The opening of the first Skoda *Boutique* showroom by Arshia Motors heralds the beginning of experiential automotive retail in India. Our new *boutique* showroom concept echoes Skoda's philosophy to provide not just quality cars but also a sophisticated quality ownership experience to our customers. Keeping in mind the busy lifestyle of today's customer the *boutique* showroom has 'Customer touch points' incorporated at every stage which save their valuable time. We will target to open 10 boutique showrooms in 5 tier I cities across India by the end of December 2010."

Representing the future of automotive retail experience, the *boutique* showrooms will provide a platform for sneak previews of our upcoming models and Škoda fans no longer have to wait for the Auto Shows to see some of the latest cars from Škoda. The *boutique* showrooms will have state-of-the-art touch points which encompass the entire range of mobility solutions for the customer such as test drives, purchase deals, product information, service bookings, merchandise items, auto accessories, insurance policies, finance schemes, customer concerns etc. These outlets will also cater as an automobile education centre for children, students & enthusiasts through interactive gatherings and brand events.





The showroom will also offer the Škoda Merchandise collection, a complete range of high quality and exclusive Škoda branded products. Currently on display are T-Shirts, Kit Cars, fashion and car accessories. Based on this platform we will shortly introduce a program that encompasses express test drives, quick service bookings, virtual product tours and maintenance/warranty coupons.

Currently ŠkodaAuto India has 8 showrooms in the NCR region including 5 in New Delhi. The ŠkodaAuto's dealership footprint is spread across 61 outlets and covers 46 cities & towns in India. The company continues to expand their industry-leading sales and service network to meet local demand and has set a target of reaching 65 dealerships by this year end.

About ŠkodaIndia: Škoda has been operating in India since November 2001 as a subsidiary of ŠkodaAuto a. s. Czech Republic (Volkswagen Group), one of the fastest growing car manufacturers in Europe. It has set up a state-of-the-art manufacturing facility in Shendra near Aurangabad, Maharashtra. The facility is spread across 300,000 sq. mt. ŠkodaIndia has 4 models on sale in India – Škoda Superb, Škoda Octavia, Škoda Laura and Škoda Fabia. Škoda Auto India has a network of **61 dealerships** across the country and has sold **over 68,000 units** since November 2001.

Skoda Auto India Official Website: www.skoda-auto.co.in

